

The PILOT

BROOKINGS-HARBOR PILOT
AN INDEPENDENT NEWSPAPER



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What About "Trading Stamps"?

There has been considerable discussion among the businessmen in the area as to the trading stamp promotion. They have even appeared before the city council to ask them to pass an ordinance, licensing trading stamps—and in effect—shutting the door on trading stamps in Brookings.

First, let us explain our position on trading stamps. We are not in favor of them. We think that perhaps there was some merit in them at first, as a gimmick to bring new business into the store. We believe in promotional devices, and as such the trading stamp idea wasn't too bad.

But like many another good idea the thing was worked to death. Competitive trading stamp companies saw that they had a good thing, and more and more types came on the market. There are, in fact, four different kinds of stamps in Brookings today. There are stamps that you can trade for merchandise, and there are stamps that you can get a cash refund from.

And, because of the competition, both the consumer and the merchant are getting the raw end of the deal, whether they realize it or not.

Here is the way it works. A store puts in stamps, and then has to increase his volume of business, or has to raise his prices to pay the additional cost for the stamps. That is logical. No businessman can afford to take the cost of the stamps out of his own pocket.

Certainly the first business to handle stamps increased their dollar volume. But then, alas, his competitor saw that he was losing customers, and then he too had to put in stamps. And then the third competitor had to—he had very little choice—put in a different type of stamp.

Now, what does this all mean to the average shopper. Obviously all three businesses can't expect their volume to increase. And yet, somebody has to pay for the stamps. Guess who? The merchants may take less of a profit—so in the long run he loses, but it's still so very obvious that the purchaser has to pay for those stamps. So who loses—both the businessman and the consumer.

Other things are also important. First, it has been estimated by businessmen groups that approximately \$60,000 a year goes out of town to these various stamp companies—who contribute nothing to the town in return. This \$60,000 could pave plenty of streets, or build several classrooms, or be used to put a small boat basin on the Crecto or any number of things. But no, it goes out of town and its gone. Gone forever.

Also the businessman pays for the stamps, and then gives them to his customers. If the customer tears them up as he leaves the store, or if he sticks them in his shirt, or his desk drawer, the merchant still pays the stamp company for them. The estimates on stamps redeemed range from forty to sixty percent. This is a complete loss. Businessmen also are well aware of the clerk hours that are spent tearing off stamps. This is a loss to the merchant that can never be regained.

Businessmen also know that many stamps are redeemed for merchandise, such as toasters, radios and the like. Here again, the merchant is the loser, because if the customer gets a toaster via the stamp plan he is not in the market for another toaster in a local store.

We write all this at the risk of hurting: 1. Plenty of people who like to save stamps. 2. Merchants, and advertisers who think stamps are a good thing, and 3. Stamp companies.

We write all this because this is the way we feel, and we've got the guts to come out and say it.

However, at the risk of hurting a fourth group—those merchants that want to get rid of stamps, we want to say one thing further. We don't think that it should or could be done through the city council. We think that it isn't within the realm of city council legislation to restrict any type of a stamp plan. It is discriminatory, and consequently we are opposed to it.

It seems to us that the businessmen who think stamps are costly and valueless can get rid of them easily enough in two ways. Just tell the stamp companies that they're

through paying — or by uniting in a common front through a businessman's group, and get rid of stamps collectively.

We at the Pilot have said our piece. We would welcome letters either pro or con on the subject, and place our columns at your disposal.

Brookings Items

Mrs. Violet Gillette drove to Grants Pass Friday on business. The Home Economics club will meet Friday at the Grange Hall. Mrs. Ellen Jagers and Mrs. Ellen Johnson are hostesses for the day. Mrs. Calvin Gorte and son

Mike left Wednesday for Portland. She was accompanied by Mrs. Viola Schustrom.

Mrs. Zirbar of Walla Walla, Wn. and her sister are visiting Mrs. Zirbar's daughter Mrs. Clarence Dial. They will all spend spring vacation with relatives in the Bay area.

Look! Look!

Come One! Come All!

Bojo The Clown and Little Pudgy

will be at the OPENING of the NEW . . MAY'S FUN & MAGIC & GIFTS FROM THE SEA . . to give gifts to all the children. .SATURDAY, MARCH 9th.
New location, 636 Chetco ave. next to Coos-Curry Elec.

OPENING SPECIALS

- EARRINGS!—EARRINGS—EARRINGS . . . 10c pr.
- Wrist Watches 1 year guarantee \$4.95
- Hand tooled Leather Purses Large Size \$12.95
- Small Size \$ 9.95
- Hand Tooled Shoes 20% Off Regular Price

Above Items add 10% Tax

We are still doing watch repairing—\$6.95 flat rate for all your watch needs to put it in 1st class condition
Work guaranteed for One Full Year

Clarice and May Say

Cake and Coffee will be served to all grownups

Open 10 a.m. till 8 p.m.



LARRY'S

Chetco Mkt.

PHONE 2411



Bisquick Large 37¢

Sego Milk 2 for 27¢

Sugar C & H 10 lbs 98¢

Durkees 1/2 Gal.

MARGARINE

PUREX

29c

29c



Cabbage lb. 5c

ORANGES 200 Size lb. 9c

Finest Quality MEATS

CORNED BEEF - - 49¢ lb

Pork Shoulder STEAKS

pound 49c

LARGE FRANKS - 39¢ lb

Bacon Squares

pound 29c

BOB ORR'S MEAT MARKET